

muscle weakness; tooth decay; bone disorders; rickets and poor bone and tooth development in children; muscular pain; sterility; failure of pregnancy; muscular and nervous disorders; improper blood clotting; dizziness; indigestion; headaches; burning feet; polyneuritis; conditions resulting from stress; improper functioning of adrenal glands; porous and brittle bones; and poor resistance to colds and other common illnesses; and, in addition, the picture of the athlete, Argentina Rocca; the name of the article; and statements in the aforesaid labeling represented that the consumers of the article would develop a strong, athletic physique similar to that of Argentina Rocca, which representation was false and misleading.

DISPOSITION: 6-13-60. Default—destruction.

6223. Vitamin capsules and vitamin-mineral tablets and capsules. (F.D.C. No. 44414. S. Nos. 23-001/3 R.)

QUANTITY: 4 100-capsule btl. of *Geriatric Formula Plus B₁₂*; 4 100-tablet btl. of *Therapeutic M Vitamin-Mineral Formula*; and 53 250-capsule and 21 100-capsule btl. of *Atkins Daily Ration Multiple Vitamins* at Kansas City, Mo.

SHIPPED: 1-11-60, from Allegan, Mich., by L. Perrigo Co.

LABEL IN PART: (Btl.) "Atkins Geriatric Formula Plus B-12 To Promote Health and Vitality When Vitamins and Minerals are Indicated. Each Capsule Contains: 15 Vitamins 11 Minerals Plus Rutin-Betaine Geriatric formula provides nutritional help often required to overcome that tired feeling when Vitamins and Minerals are required. * * * Frederick Atkins, Inc., New York—Distributors"; "Atkins Therapeutic M Vitamin-Mineral Formula With Vitamin B₁₂ For treatment of deficiencies of essential Vitamins and Minerals * * * Therapeutic-M provides nutritional help in therapeutic dosage where vitamins and minerals are indicated. * * * Frederick Atkins, Inc., New York—Distributors"; and (btl.) "Atkins Daily Ration Multiple Vitamins Each Capsule Supplies Full Daily Requirement of All Essential Vitamins * * * Frederick Atkins, Inc., New York—Distributors."

ACCOMPANYING LABELING: Booklets entitled "Which Vitamins For Whom When" and advertising mat entitled "Health Vitamins Beauty."

RESULTS OF INVESTIGATION: The dealer had received the booklet and advertising mat from Frederick Atkins, Inc., through whom the articles were purchased.

LIBELED: 4-5-60, W. Dist. Mo.

CHARGE: 502(a)—when shipped, the name of the "*Geriatric Formula Plus B-12*" and its labeling contained false and misleading representations that the article was adequate and effective for the treatment and prevention of tiredness; premature aging; energy failure; appetite loss; arthritis; constipation; soft, easily bleeding gums; gingivitis; neuritic pains; skin disorders; dry, scaly, and aging skin; colds; infections; insomnia; digestive upsets; and mental depression; and that the article would effect normal and efficient activity of the intestinal tract; produce a healthy state of the blood vessels and proper disposal of fats; maintain youthful vigor and resistance; supply pep and vigor; produce glowing beauty, energy, and activity; and that the use of vitamin B₁₂ capsules in 10 and 25 microgram potencies would stop pernicious anemia;

502(a)—the labeling of the "*Atkins Daily Ration Multiple Vitamins*" contained false and misleading representations that the article was an adequate and effective treatment for colds; infections; for sturdy, consistent growth of youngsters; to maintain health; for bone and muscle development; to build

resistance against disease; develop alertness in children; and to produce glowing beauty;

502(a)—the labeling of the "*Atkins Therapeutic M. Vitamin-Mineral Formula*" contained false and misleading representations that the article was an adequate and effective treatment for premature aging; energy failure; tiredness; anemia; rundown conditions; appetite loss; colds; constipation; constant fatigue; soft, easily bleeding gums; gingivitis; hay fever; skin disorders; dry, scaly, or aging skin; nervous irritability; susceptibility to infections; and that the article would extend the prime of life well past retirement; furnish renewed energy, glowing beauty and general, vigorous health; restore a normal and efficient activity of the intestinal tract; and develop resistance to stress and maintain body resistance.

The libel alleged also that the "*Atkins Daily Ration Multiple Vitamins*" was misbranded under the provisions of the Act relating to foods, as reported in notices of judgment on foods.

DISPOSITION: 5-23-60. Default—the articles were delivered to a charitable institution and the advertising mats and booklets were delivered to the Food and Drug Administration.

6224. Vitamin E capsules. (F.D.C. No. 44535. S. No. 91-507 P.)

QUANTITY: 62 100-capsule btls. at Denver, Colo.

SHIPPED: Between 8-28-59 and 4-7-60, from New York, N.Y., by Approved Formulas, Inc.

LABEL IN PART: (Btl.) "Vitamin E * * * 30 [or "100" or "200"] International Units * * * Endorsed and Recommended By Gayelord Hauser Manufactured for Approved Formulas, Inc., New York * * * Each capsule contains d-alpha tocopheryl succinate (from vegetable oils) biologically equivalent to 30 International Units of Vitamin E. * * * Directions: One or two capsules daily as a dietary supplement."

LIBELED: 4-29-60, Dist. Colo.

CHARGE: 502(a)—when shipped, the labeling contained false and misleading representations that the article was an adequate and effective treatment for sterility and as an aid in reproduction; and that it was essential for healthy, germinal tissues.

DISPOSITION: 6-22-60. Default—6 bottles were delivered to the Food and Drug Administration and the remainder was destroyed.

6225. Lecithin granules. (F.D.C. No. 44252. S. No. 53-491 P.)

QUANTITY: 2 200-lb. drums and 80 11-oz. ctns. at Los Angeles, Calif., in possession of Glo-Vita Corp.

SHIPPED: Between 9-29-59 and 12-10-59, from Chicago, Ill.

LABEL IN PART: (Ctn.) "Big 'B' Pure Lecithin Granules Big 'B' Pure Lecithin is a natural, pleasant tasting food product extracted from soybeans * * * Two tbsp. of Big 'B' Pure Lecithin supply over 500 mg. each of Choline and Inositol and 450 mg. Phosphorus, 60% of the minimum daily requirement. Also contains poly-unsaturated fats (linoleic and linolenic). * * * Big 'B' Health Foods, 600 Whittier Blvd. Los Angeles 22, Cal. * * * The Billion Dollar Meal."

ACCOMPANYING LABELING: A number of loose carton labels.